Claims

- 1. A DNA-launching platform comprising:
- a) a polynucleotide molecule encoding a modified viral RNA molecule; and
- b) a DNA dependent RNA polymerase promoter.
- 2. The DNA-launching platform of claim 1 further comprising a sequence encoding at least one cis-acting element.
 - 3. The DNA-launching platform of claim 1 further comprising a ribozyme sequence.
- 4. The DNA-launching platform of claim 1 further comprising a termination sequence.
 - 5. The DNA-launching platform of claim 1 further comprising a restriction site.
- 6. The DNA-launching platform of claim 1 wherein said modified RNA molecule comprises an exogenous RNA segment.
- 7. The DNA-launching platform of claim 1 wherein said DNA dependent RNA polymerase promoter is capable of functioning in a plant cell.
- 8. A method of genotypically or phenotypically modifying one or more cells comprising the following steps:
- a) obtaining a DNA-launching platform comprising a polynucleotide molecule encoding a modified viral RNA; and
- b) transfecting said one or more cells with said DNA-launching platform, wherein said polynucleotide molecule is transcribed thereby forming a replicatable RNA transcript.

- 9. The method of claim 8 further comprising pre-transforming said cell with at least one polynucleotide molecule encoding at least one trans-acting factor.
 - 10. The method of claim 8 further comprising introducing a trans-acting factor.
- 11. The method of claim 10 wherein said introducing a trans-acting factor comprises co-transfection of an expression plasmid comprising a nucleotide sequence encoding said trans-acting factor.
- 12. The method of claim 10 wherein said introducing a trans-acting factor comprises co-transfection of an RNA transcript encoding said trans-acting factor.
 - 13. The method of claim 10 wherein said trans-acting factor is stably expressed.
- 14. The method of claim 8 wherein said modified viral RNA comprises an exogenous RNA segment.
- 15. The method of claim 8 wherein said DNA-launching platform comprises a ribozyme sequence.
- 16. The method of claim 8 wherein said DNA-launching platform comprises a promoter.
- 17. The method of claim 8 wherein said DNA-launching platform comprises a termination sequence.
- 18. The method of claim 8 wherein said DNA-launching platform comprises a restriction site.

- 19. The modified cell produced by the method of claim 8.
- 20. A method of producing a plant or plant tissue comprising at least one genotypically or phenotypically modified cell, said method comprising transfecting cells of said plant or plant tissue with a DNA-launching platform, wherein said DNA-launching platform comprises a polynucleotide encoding a modified RNA molecule, such that said polynucleotide molecule is transcribed to form a replicatable RNA transcript.
- 21. The method of claim 20 wherein said modified RNA molecule comprises an exogenous RNA segment.
- 22. The method of claim 20 wherein said DNA-launching platform comprises a ribozyme sequence.
- 23. The method of claim 20 wherein said DNA-launching platform comprises a promoter.
- 24. The method of claim 20 wherein said DNA-launching platform comprises a termination sequence.
- 25. The method of claim 20 wherein said DNA-launching platform comprises a restriction site.
- 26. A method of producing a genotypically or phenotypically modified plant comprising obtaining at least one modified cell produced by the method of claim 8; and subjecting said modified cell to conditions whereby a plant is regenerated therefrom.
 - 27. A plant produced by the method of claim 26.
 - 28. A plant descended from the plant of claim 27.

- 29. The method of claim 20, wherein said plant or plant tissue comprises one or more cells transformed with a polynucleotide molecule encoding at least one trans-acting factor, wherein said polynucleotide molecule is expressed.
- 30. The method of claim 29, wherein said modified viral RNA molecule is capable of replication only in said one or more cells transformed with a polynucleotide molecule encoding at least one trans-acting factor.